

Message Text

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DRAFTED BY: PD/RCS/216/CGENDREAU COMM/BIC/OIM/CAGNE/LLJENSEN

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STATE/EB/CBA/OCA/BR:I A WILLIAMSON

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FM SECSTATE WASHDC

TO AMEMBASSY TUNIS

UNCLAS STATE 165507

E.O. 11652: N/A

TAGS: BEXP, TS

SUBJECT: OIM MARKET RESEARCH: TRIKI FINAL REPORT ON SCIENTIFIC
INSTRUMENTS AND TELECOMMUNICATIONS EQUIPMENT

REFS: A) TUNIS 4522, B) STATE A-8883 OCT 26, 1973, C) STATE
A-9162 NOV 5, 1973

1. COMMERCE ACCEPTS SUBJECT MARKET STUDY AND APPROVES FINAL
PAYMENT TO MOHAMED TRIKI NOT TO EXCEED TOTAL OF DINARS ONE
THOUSAND EIGHT HUNDRED (1,800), EQUIVALENT TO APPROXIMATELY
DOLS 4,500, WHICH INCLUDES ANY PRIOR PARTIAL PAYMENTS BY POST.

2. CHARGE APPROPRIATION 13X1802, CODE K/836/1161-03/12-01/
253-01.

3. ALTHOUGH THERE ARE SOME GAPS IN THIS INITIAL STUDY BY
TRIKI, WE BELIEVE IT SUBSTANTIALLY MEETS BASIC SPECIFICATIONS
AND WILL PROVE USEFUL TO COMMERCE AND THE BUSINESS COMMUNITY.
WE FIND HIS RECOMMENDATIONS FOR IMPROVING U.S. MARKET SHARE
PARTICULARLY INTERESTING. THE STUDY REFLECTS THE POST'S
ASSISTANCE TO TRIKI IN THE LATTER'S ENDEAVOR TO PREPARE A
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SATISFACTORY STUDY.

4. NOT WITHSTANDING APPROVAL FOR FINAL PAYMENT, WHICH POST
MAY PROCEED TO MAKE, TRIKI SHOULD BE REQUESTED TO REMEDY ONE
MAJOR EAKNESS. UNDER OUTLOOK FOR U.S. SALES, STUDY LISTS
ONLY BROAD PRODUCT SUB-CATEGORIES AS HAVING HIGHEST SALES
POTENTIAL. THESE ARE REGRETTABLY MUCH TOO IMPRECISE. TRIKI
IS REQUESTED TO PROVIDE SUPPLEMENTARY LIST ELABORATING THE
PRINCIPAL STYPE OF INSTRUMENTATION, FALLING WITHIN THE
CATEGORIES HE HAS PRESENTED, WHICH WOULD PROVIDE A BETTER
AND MORE PRECISE IDEA OF SPECIFIC INSTRUMENTS FOR WHICH
THERE IS SUBSTANTIAL PROSPECTIVE DEMAND. KISSINGER

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